

MAPPING EDINA'S BIG IDEAS

Bridging Between Vision and Planning

City of Edina, Minnesota



**Mapping Edina's Big Ideas
Bridging between Vision and Planning**

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Introduction

Purpose

This report documents two community-based events held in the City of Edina in April 2017 to provide community members opportunities to collaborate and develop future-oriented Big Ideas that will shape the city's growth and development in extraordinary ways over the next 20 years.

The report summarizes outcomes from these two events and identifies a recommended process that will be put in place during a study to prepare the city's 2018 comprehensive plan update to ensure that the Big Ideas will be given consideration in the plan.

Background

Comprehensive Planning in the Twin Cities

Communities in the Twin Cities metropolitan area are required by statute to update their comprehensive plans every ten years. Traditionally, a community's comprehensive plan, based on a shared community vision and goals, outlines growth and development policies and describes what, where, and by how much a community will grow...and, as importantly, where growth will not occur. Local comprehensive plans, which provide communities with a foundation to support defensible land use decision making, land use regulations, and building codes, can also include urban design guidelines to help define the desired design and appearance of districts and new developments.

Within the Twin Cities metropolitan area, completed comprehensive plans are approved and adopted by local governments. The plans are also reviewed for adequacy by the Twin Cities Metropolitan Council, the metropolitan area's regional planning agency. As such, the Council is charged with planning and coordinating the growth and development of the seven-county metropolitan area. Its review of local comprehensive



plans is largely focused on determining how a local community's growth plans will impact regional systems (e.g., transportation, sanitary sewer and water treatment, water systems, and regional parks) and whether a local community's plans are aligned with an overall framework that is provided in regional plans.

Thus, comprehensive plans in the metropolitan area have two purposes. They are tools for local governments to use in planning for their communities, and they are tools the Council uses to ensure that regional systems can be provided to communities in the metropolitan area in a planned and cost efficient manner.

Without a defined community vision, potential exists that a community's comprehensive plan, while adequately addressing regional concerns, could fail to adequately address its own local concerns.

Edina's Current Comprehensive Planning

As mentioned, a community's comprehensive plan is fundamentally built on a shared community vision and goals, and initial steps in accepted, comprehensive planning processes include community outreach activities designed to define community members' vision for the future. Thus, it is a community's shared vision and support for the vision that permit a comprehensive plan to assert an overall direction for growth and development.

Future iQ's Vision Edina 2015:

The City of Edina in 2014 contracted Future iQ to prepare *Vision Edina*, a series of documents that articulated a vision for the city and outlined a long-term strategic framework that lays out key issues identified by Edina's community members. The visioning process used by Future iQ included extensive community outreach activities (focus group meetings, community-wide surveys, think tank meetings, community meetings, etc.) and demonstrated wide spread community support for the vision and strategic framework. Eight strategic focus areas were identified in *Vision Edina*:



- Residential Development Mix
- Transportation Options
- Commercial Development Mix
- Live and Work
- Educational Focus
- Population Mix
- Environmental Stewardship
- Regional Leadership

Vision Edina established the stakeholders' desire to pursue a preferred future of "Nodes and Modes," an effort to maintain and enhance the characteristics and fabric of Edina while embracing balanced urban renewal. The central part of this preferred future is the focus **on unique nodes that represent the character and future goals of each neighborhood with highly connected modes of transportation between them.**

Biko Associates' 2018 Comprehensive Plan Update:

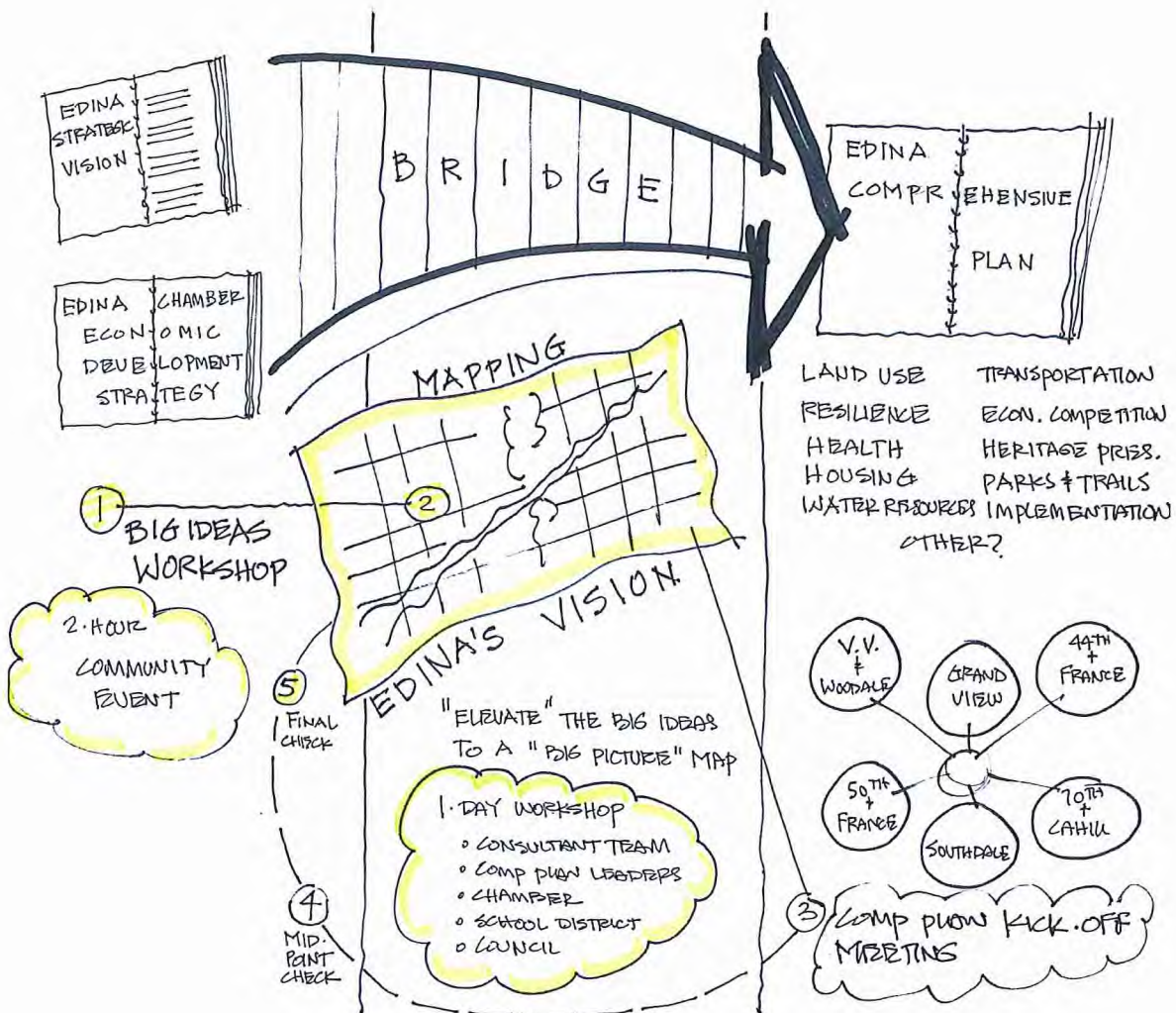
The Biko Associates consultant team was contracted in January 2017 to update the 2008 comprehensive plan. Per instructions in the city's Request for Proposals (RFP), the Biko Associates team submitted a proposal that did not include extensive visioning exercises, because a community-supported vision had already been developed and documented in 2015 by Future iQ. Instead, the team's proposal described steps that would be taken to work with Small Area Plan Work Groups in each of three small areas (44th/France, 50th/France, and 70th/Cahill) to determine how the city-wide vision from 2015 might be applied.

Bridging the Vision and Comprehensive Planning

With Edina's vision document already two years old, there was a desire to give community members and the comprehensive planning process an opportunity to revisit *Vision Edina* and provide additional opportunities to define a future vision for the city.



It was determined by the Edina Council that *Vision Edina* should be revisited in two workshops in order to ensure a bridge between the city's vision and the 2018 comprehensive plan update.



Big Ideas Workshop:

The purpose of the first workshop, held April 19, 2017 was to encourage new “Big Ideas” and connect them to the eight key strategic focus areas that emerged from *Vision Edina* with an ultimate goal of propelling Edina toward its “Nodes and Modes” preferred future.

Mapping Edina’s Big Ideas:

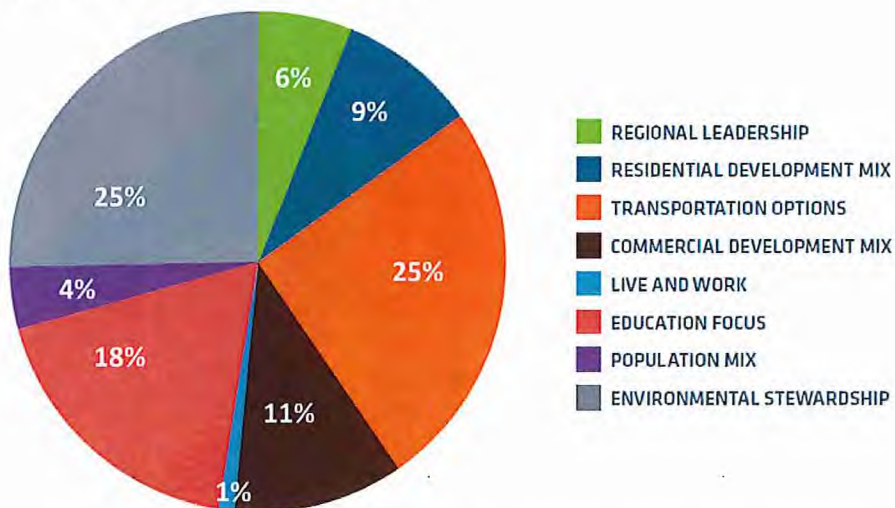
The purpose of the second workshop, April 22, was to determine where and how earlier defined “Big Ideas” would be located on the landscape of the city.

Wednesday, April 19 Big Ideas Workshop

Summary of Findings

The workshop began with a review of major conclusions reached in *Vision Edina 2015*. Participants were asked to rank which major strategic focus areas should be a priority for innovation in Edina over the next 5 years.

The participants ranked Environmental Stewardship (25%) and Transportation Options (25%) as the top two innovation priority areas, followed by Education Focus (18%), Commercial Development Mix (11%), Residential Development Mix (9%), Regional Leadership (6%), Population Mix (4%), and Live and Work (1%).



Participants were then asked to identify Big Ideas under each strategic focus area and then rank them. The top Big Ideas with the most votes, under each focus area, are listed on the following pages. A complete list of the Big Ideas is presented in *Nodes and Modes: Bridging between Vision and Planning, April 19 Big Ideas Workshop*, Future iQ.,

Transportation

Grand rounds and Promenade extension

Quiet multi-modal multiple connectors between nodes

Less use/no use of car – Ability to get around without a car

LRT Streetcar – France Avenue

Public transportation
Circulator bus

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Environmental Stewardship

Community gardens (and farm?) with master gardeners available as ‘coaches’ or mentors; raise chickens together

National leader on sustainable building codes; think materials, sustainability, energy, light pollution

Required organics and yard waste

Start City department of Forestry and Natural Resources

Useable green spaces as much as possible

future→iQ

Education Focus

Multi-generational learning opportunities, ex: community gardens

Affordable advanced education

Life-long Learning (ideas center), Art, Culture, and Religion

Multi-generational learning from institutions of higher learning

All students know coding by age 14

Education everywhere all the time in every aspect of community (mentorship connections)

future→iQ

Commercial Development Mix

Mixed use areas, with neighborhood commercial nodes – gathering palaces, art galleries, gardens cluster big buildings but keep neighborhood small scale

Sustainably repurpose buildings you can walk to for social gatherings and neighborhoods

Bring in more high speed fiber and more cutting edge infrastructure (less financial services, move high Tech)

New business green credits/encourage business to build green

Make commercial development throughout Edina walkable; Destination nodes

Residential Development Mix

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Affordable housing that is really life cycle housing; values behind that are socio economic (equity), balance and diversity

Neighborhoods all need a node. Nodes should all be different.

Co-operative housing; separate living spaces that include communal areas such as gardens, kitchens, gathering spaces

Affordable single family homes

Less soccer fields, use less lights that are not suitable for small neighborhoods

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Regional Leadership

Create annual
Edina IDEAS
Conference

Collaborative
partnership with
neighbors/adja
nt communities

Arts: Edina needs
a museum, live
theatre, and/or
other arts
destinations

JFK Quote "To
whom much
has been given
much is
expected." -
"Create City
Regional
Leadership
Mission"

More collaboration
with the cities that
border Edina; sharing
goals and working on
problems

Education makes us
national leader, not
just in our schools - So
promote our
innovations
aggressively and
pervasively

future→iQ

Population Mix

Increase attractive
infrastructure and
environment for
people 18-29

Affordable housing;
revisit density/building
height issues

Encourage cradle to
grave neighborhoods
with diverse ethnic
backgrounds; Full
spectrum age and
diverse ethnic
neighborhoods

Re-Prioritize things
to make Edina a very
'happy' place to live:
National Happiness
Index? Report
Annually

More diverse
housing options
within each node

Preserve socio-
economic balance;
no super-wealthy
segregation; more
racial/ethnic
diversity and
multicultural
celebrations

future→iQ

Live and Work

Tax relief/Incentives for telecommuters – benefits the community not to be on the roads

Wi-Fi (city-wide)

Campus grouping and jobs and housing with environmental amenities and attention to Beauty (low-scale residential and business)

Enable live and work nodes attractive to emerging technology and medical device companies

Independent City news source – electronic version? Newspaper? Wi-Fi for City

future→iQ

Saturday, April 22 Mapping Edina's Big Ideas

Agenda and Format

The agenda followed for the Saturday morning workshop is presented on the following page. The all-day session was divided into two parts.

Part I

The first part, an early meeting, was held to map the Big Ideas that had been developed at the April 19 Big Ideas Workshop.

Three mapping exercises were completed, and each was followed by a discussion where participants were able to comment on outcomes from the mapping and report on observations. The three mapping exercises were:

1. Where is important to me in Edina? (I.e., identify nodes)
2. How do I travel to important places? (I.e., identify modes)
3. Where Big Ideas should be implemented? (I.e., where are opportunity sites, where are opportunities to link Big Ideas, and does this reinforce Edina's future vision?)

The three mapping exercises were completed on a 25 foot-long by 20 foot-wide map of the city that was printed on a durable fabric and taped to the floor in the city's Public Works Department Building. (See the attached hyper-link <https://youtu.be/X8hZ8m9m8h4>)

Part II

The second part included a discussion that was held among design and planning professionals, residents, Planning, Commission members, and staff. The planning consultants who have begun preparing the city's 2018 comprehensive plan update requested the post-mapping discussion to help bring clarity to their work tasks and ensure that there would be a physical framework on which Big Ideas could be implemented throughout the city and discussed in the comprehensive plan.



Mapping Edina's Big Ideas Workshop

Agenda

Saturday, April 22, 2017

- 8:00 Doors open, social hour
- 9:00 Welcome, Introductions, and Purpose Cary Teague, City of Edina and Bill Smith, Biko Associates
- 9:15 Recap Big Ideas Workshop David Buerle, Future iQ
- 9:30 Post-It Mapping Exercise 1: Nodes — Where is important to me in Edina?
- My home
 - Places I haunt (shop, get coffee, meet friends, entertainment)
 - Where I work or attend school
 - Recreational places or systems I use
- 10:00 Observations on important places
- 10:20 Yarn Mapping Exercise 2: Modes — How do I travel to important places:
- Light green for existing walking/running/biking recreational trails
 - Dark green for desired walking/running/biking recreational trails
 - Light yellow for the existing bike network (on-street or commuter — separate from more exclusively recreational trails)
 - Orange for desired bike network
 - Light blue for existing transit
 - Dark blue for desired transit
 - Black for motor vehicle
 - Pink for sidewalks and pedestrian systems
 - Red for critical gaps in any of the above networks
- 10:50 Observations on transportation modes
- 11:10 Post-It Mapping Exercise 3: How should Edina evolve, and how can this evolution incorporate the Big Ideas you explored on Wednesday? White Post-Its with written descriptions:
- What are the best opportunities for change?
 - Where should they be located and why?
 - How do they reinforce Vision Edina?
 - Why is this important to Edina's future?
- 11:40 Observations on the relationships physical nodes and modes and Edina's Big Ideas
- 12:00 Invitation to return for Pin-Up at 3:00 Cary Teague

Policy, Project and Design Discussion

- 12:00 Lunch break and discussion CPTF, Staff, Urban Design Team
- Big Ideas contribution to the Comprehensive Plan update
 - Policies
 - Projects
- 1:00 Urban Design Team illustrations
- 2:45 Prepare for Pin-Up
- 3:00 Pin-Up presentation
- 4:00 Adjourn



“Where is Important to me in Edina?”

1. The majority of nodes are located in the eastern quadrants of the city. Fewer are located in the western quadrants.
2. The important places are known activity centers.
3. The most active nodes are five of the six small areas that are being addressed in the comprehensive plan. 70th/Cahill, one of the six small areas, is not widely viewed as a high activity center.
4. The schools are recognized as important places.
5. How does the city’s changing demographics impact the identification of important places?
6. Churches (houses of worship) are also important places where people gather.
7. Opportunities to increase the number of live/work uses should be place-based.
8. What are the engines for change in Edina?
9. The northwest quadrant is an area with large lots. Residents in this quadrant cannot walk to many places. Is this the way they want to live....without a node, gathering place, or activity center?

“How do I Travel to Important Places?”

1. The major transportation mode is driving. Is this the way we want to be?
2. It’s a big city; 4 miles by 4-1/2 miles. Travelling across the city is not easy without a car.
3. How do people travel within the four quadrants? How do people travel across quadrants?
4. Our city has been cut apart by the highways (TH 100 and TH 62). It is not possible to get to other places without travelling (sometimes) out of the way to get to an overpass.
5. There aren’t lots of transit routes. Those that the city has are very good at providing transportation service. There should be more routes, however.

6. The Southwest LRT should have a station at TH 169/Valley View Road.
7. The streets that are county roads are problematic: they function to carry lots of traffic and there isn't much room left over for other functions like bikes. France is an example.
8. There should be more inter-quadrant connectors in Edina.

Observations from “Where should Big Ideas be Implemented and How are the Big Ideas Related?”

1. Because of our aging population, the housing needs of the future will change.
2. Health care clinics and child care facilities could be physically combined in community centers. All of these should be accessible to all travel modes.
3. The Promenade should be extended north of TH 62.
4. Grandview should have a freeway lid.
5. The Zoning Code should be modified to allow pocket neighborhoods with several bungalows on a parcel.
6. Each neighborhood should have a community-specific, community defined activity center.
7. A circulator transit service is needed to connect the nodes.
8. Streets should be complete for all types of users.
9. Parks and park buildings could be expanded and redeveloped to meet neighborhood needs.
10. Large buildings should be energy self-sufficient with solar and green roofs.

The Physical Framework for Implementing Big Ideas in the Comprehensive Plan

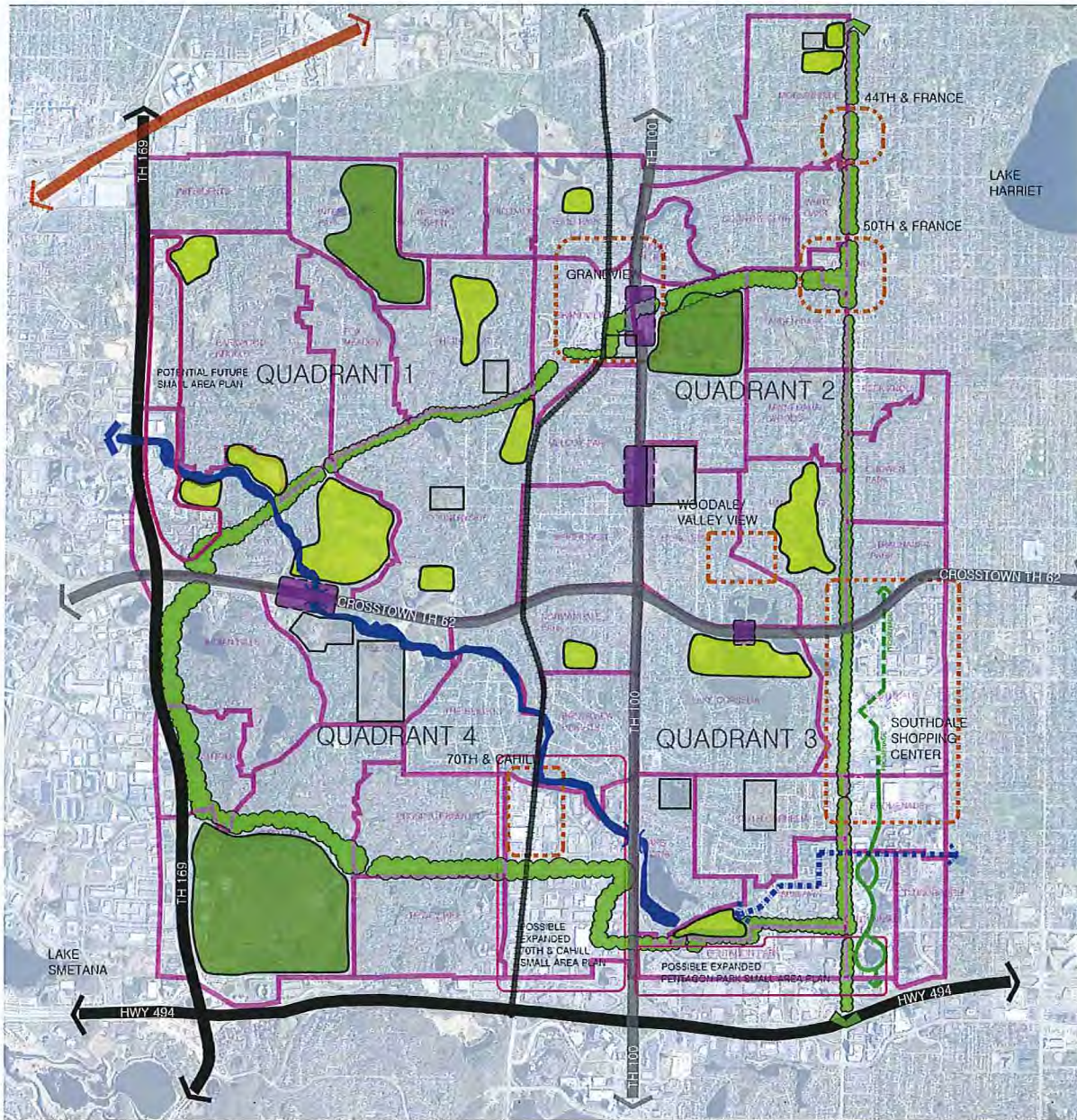
Presented on page 18 is a City of Edina aerial base map that shows each of the city's neighborhoods. The map shows that the city is divided into **four quadrants** that are defined by north/south Trunk Highway (TH) 100 and east/west TH 62 (aka Crosstown Highway); Quadrant 1 – Northwest

Edina, Quadrant 2 – Northeast Edina, Quadrant 3 -- Southeast Edina, and Quadrant 4 – Southwest Edina.

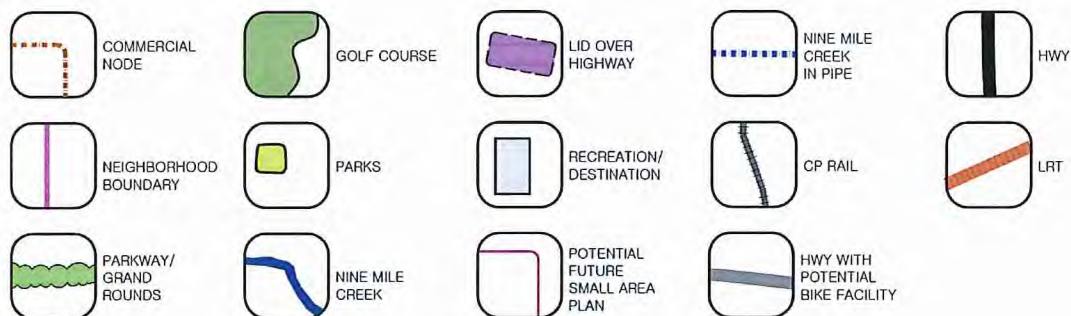
The map identifies the following physical features that form a framework for incorporating Big Ideas in the comprehensive plan.

- Six existing small areas (activity centers/nodes):
 - 44th/France
 - 50th/France
 - Grandview
 - Wooddale/Valley View
 - 70th/Cahill
 - Southdale
- Three potential small areas for future consideration:
 - Lincoln/169/near Eden Prairie
 - Expanded 70th/Cahill
 - Pentagon Park
- Parks and Nine Mile Creek
- Golf courses
- Recreation destinations
- Canadian Pacific Rail alignment
- Southwest LRT alignment
- TH 100 and TH 62 with adjacent pedestrian and bicycle paths
- Pedestrian and bicycle lids over TH 100 and TH 62 to re-connect the city's four quadrants
- Conceptual parkway (Edina Grand Rounds) alignment that forms a ring around the city and a ring within each quadrant

In support of the fundamental element of Edina's future development, existing and potential future small areas and recreation destinations (nodes) are linked by the parkway system (pedestrian, bicycle, and transit modes).



1 LAND USE ANALYSIS DIAGRAM



Edina's Big Ideas by Quadrant (all participants' comments are shown below)

1

- Bike/Ped bridge over TH 169
- Protected bike trail to/from City Hall
- Community park, co-op, restaurant, and coffee shop
- Pocket neighborhoods
- Access to LRT for bikes/peds
- Safe bike paths
- Eliminate buckthorn
- Parking and dog park for Weber Woods

2

- Wellness clinic at 44th/France , 50th/France, and Wooddale/ Valley View
- Gateway into Wooddale/Valley View
- Coffee shop and neighborhood gathering centers at Wooddale/Valley View
- Freeway lid over TH 100 at Grandview
- No "un-used" city land at Grandview
- Improve Valley View Parkway linkage to Rosland Park
- No more six story mixed use buildings

4

- Live/work at 70th/Cahill
- 70th/Cahill redevelopment as activity center
- Medium density residential with more activity
- 70th/Cahill should be walkable and connected
- Variety of housing types (townhomes, duplexes, affordable.
- Medium density housing
- Start up office space with affordable rents
- Access to LRT and Methodist Hosp on intra-city transit line (CP Rail)
- Trail around circumference of Braemar
- Nine Mile Creek trail should be developed
- Mixed use ground floor commercial and retail; second and third story residential
- "Maker space" and incubator uses

3

- North/south bike corridor that avoids France, from 50th to Centennial Lakes
- Technology center campus uses with hotel
- High tech, innovation sub-divided for small tenants
- Events facilities for conferences
- Education-focused uses
- Full, safe bike/ped access to/from and within Southdale
- Extend Promenade to Strachauer Park
- East and west promenades
- Low scale townhomes/duplexes
- Affordable housing
- Integrated node: Southdale, Pentagon Park, and Fred Richards
- Communities center with YMCA
- Break up Southdale into parcels where affordable housing can be constructed
- Break up Southdale to allow small retail shops and housing
- Artist destinations and arts focus
- Regional leadership

Edina's City-Wide Big Ideas (all participants' comments are shown below)



- All neighborhood parks should have community centers
- A Grand Rounds should be developed to allow people to walk and bike around the city
- A transit circulator that links nodes should be implemented
- Access guards for children walking/biking to school
- Educational activities should be everywhere for all ages, including elementary, high school, post-secondary
- Nature parks with educational focus should be developed along a Grand Rounds
- Wellness centers should be developed throughout the city that provide services including daycare, early childhood education, eldercare, and primary health care
- Housing diversity to allow wider diversity in the city's population mix
- Community meeting facilities are needed

Proposed Process for Incorporating Big Ideas in the Comprehensive Plan

Community Engagement

Community engagement activities will be conducted throughout the comprehensive planning process. These events can be divided into two categories -- 1) events that will take place during three small area planning studies and 2) events that will take place as the city-wide comprehensive plan update is being prepared.

Small Area Planning Engagement Activities:

Each of the three small area planning processes will include direct and close involvement with a Work Group and three community meetings. Findings from Edina's 2015 vision study will be reviewed for each small area with Work Group members and community members at community meetings. Community members will be asked to provide input on how the city-wide vision applies to their particular small area.

In addition, the Big Ideas workshop activities will be explained, and community members will be asked to contribute additional Big Ideas, which will be added to the already existing list (see pages 15 through 20).

The three small area planning processes are anticipated to extend from mid-May 2017 to mid-May 2018.

City-Wide Comprehensive Planning Update:

Work on the city-wide comprehensive plan update has already begun with the consultant team working to update chapters of the 2008 plan in areas where outreach and engagement are not required. For example, the demographic analyses, which will be included in the Community Character Chapter of the plan, have already been completed.

Outreach and engagement activities will begin in earnest in the spring of 2018. These activities will include pop-up events at locations where community members gather; e.g., shopping venues and community



festivals. Opportunities will be provided for community members to contribute to the list of Big Ideas at these events.

Comprehensive Plan Task Force and Commissions

All information learned by the consulting team during its community engagement activities will be brought to the Comprehensive Plan Task Force (CPTF). In activities that are focused on an evaluation against preliminary screening criteria, the CPTF will determine which of the Big Ideas should be eliminated from further discussion and which should be retained. Big Ideas that are retained will be defined and categorized to match chapters of the comprehensive plan and brought to the attention of the city's respective commissions at their monthly meetings.

It is proposed that the CPTF members will then share information about the list of retained Big Ideas with their respective commissions and conduct a second screening (with their commissions) to determine how the retained Big Ideas measure against established evaluation criteria. Based on their performance, the commissions will help CPTF members by letting them know which Big Ideas they can support as candidates for inclusion in the comprehensive plan.

Following their meetings with their respective commissions, CPTF members will participate in larger discussions at their monthly workshop meeting with the comprehensive plan consultants. It is proposed that, at this level, the CPTF members will jointly agree on the Big Ideas that should be included in the plan.

The evaluation criteria for the preliminary evaluation should be taken from the city's mission and vision statements, city adopted goals, and the strategic focus areas outlined in *Vision Edina*. The evaluation criteria for the second evaluation should be taken from goals that have already been developed by the commissions to guide and direct their work.

The final discussion and decision to include or not include a Big Idea in the comprehensive plan should consider a number of evaluation criteria, including:

- Affordability
- Costs and benefits
- Opportunity costs
- Environmental consequences and impacts
- Implementation feasibility
- Public acceptance